

Federal Communications Commission

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Federal Communications Commission
Washington, D.C. 20554

Approved by OMB FOR FCC USE ONLY
3060-1115 (March 2008)

FCC 388
DTV Quarterly Activity Station Report

FOR COMMISSION USE ONLY
FILE NO. -20081008ALG

Licensee
WKBW-TV LICENSE, INC.

Call Sign Facility Id Previous Call Sign (if applicable)
WKBW-TV 54176

Community of License

City	State	County	Zip Code
BUFFALO	NY	ERIE	14202 - 2611

Nielsen DMA	World Wide Web Home Page Address	Licensee Renewal Expiration Date (mm/dd/yyyy)
BUFFALO	WWW.WKBW.COM	06/01/2015

Channel Numbers: (Check the Channel Number(s) to which this form applies.)

Analog 7
 Digital 38

Report reflects information for quarter ending: 09/30/2008

Have you opted to comply with Option One, Two, or Three (once elected, this choice may not change)?

Option One (A and D) Option Two (B and D) Option Three (C and D)

Over the past quarter, have you fully complied with the requirements of this option? Yes No

Simulcasting:

Are you simulcasting on your Analog channel and your primary Digital stream? Yes No

Application Purpose:

DTV Education Report
 Amendment

File Number -

If an amendment, include a comment explaining the reason and the portions of the pending application that are being revised.

Section B (For broadcasters electing Option Two)

On its analog channel, and its primary digital stream, a station must run an average of 16 transition-related PSAs and 16 transition-related crawls, snipes, and/or tickers per week in each quarter, all between the hours of 5 a.m. and 1 a.m. It must also run one 30 minute DTV-related informational program once, and one 100-Day Countdown piece per day for the 100 days prior to the conclusion of the transition. Comment boxes MUST be used to describe these compliant activities (See rules for additional details).

Total Number of Eligible DTV Transition-Related PSAs and Crawls, Snipes, and/or Tickers (CSTs) Run -- Last Quarter

How many DTV PSAs and CSTs did your station run between 5:00 a.m. and 1:00 a.m. last quarter?

Total 5:00 a.m. to 1:00 a.m. 368

PSAs

Total 5:00 a.m. to 1:00 a.m. 1439

CSTs

For informational purposes only, how many DTV PSAs and CSTs did your station run in the last quarter from 6:00 a.m. to 9:00 a.m.?

Total 6:00 a.m. to 9:00 a.m. 42

PSAs

Total 6:00 a.m. to 9:00 a.m. 780

CSTs

For stations located in the Eastern or Pacific Time Zone, how many DTV PSAs and CSTs did your station run in the last quarter from 6:00 p.m. to 11:35 p.m. (must average at least 4 per week)?

Total 6:00 p.m. to 11:35 p.m. 110

PSAs

Total 6:00 p.m. to 11:35 p.m. 110

CSTs

For stations located in the Central or Mountain Time Zone, how many DTV PSAs and CSTs did your station run in the last quarter from 5:00 p.m. to 10:35 p.m. (must average at least 4 per week)?

Total 5:00 p.m. to 10:35 p.m.

PSAs

Total 5:00 p.m. to 10:35 p.m.

CSTs

Comments:

30 Minute Educational Programs - Last Quarter

How many 30 minute, DTV-related informational programs did your station run during the quarter? At least one such program must be run between the hours of 8:00 a.m. and 11:35 p.m., prior to February 17, 2009.

Total number of 30 Minute Informational Programs 1

Comments:

NAB PRODUCED DTV PROGRAM AIRED IN 3Q 2008 ON AUGUST 6TH (4:00 - 4:30PM)

100-Day Countdown Eligible Pieces - Last Quarter

Beginning on November 10, 2008, all stations participating in Option Two will engage in special 100-Day "Countdown to DTV" activities. Stations must execute a minimum of one "Countdown to DTV" on-air activity per day during the 100 days leading up to February 17, 2009. During the last quarter, how many of each eligible 100-Day "Countdown to DTV" pieces did your station run?

0	Graphic Displays
0	Animated Graphics
0	Graphic and Audio Displays
0	Longer Form Reminders

Comments:

THE "COUNTDOWN TO DTV" HAS BEEN INCORPORATED INTO THE MORNING AND EVENING NEWS TICKER AS OF MARCH 17, 2008, AND WILL EXPAND TO GRAPHIC AND AUDIO DISPLAYS.

Section D (For all broadcasters)

Additional DTV On-air Initiatives - Last Quarter

Did your station run additional on-air initiatives (such as news reports, town hall meetings, etc.) Yes No

during the quarter? The comment box may be used to describe these initiatives.

Comments:

WKBW-TV AIRED 21 TOTAL STORIES ON DTV IN 3Q 2008. (2) AIRED AS SEGMENTS ON "AM/BUFFALO" JULY 8TH AND AUG. 11TH AT 10AM; ON "7 NEWS" 1X 7/11; 2X 7/12; 1X 7/13; 4X 7/14; 5X 7/17; 2X 8/17; 4X 9/17

Station Website Additional Activity Related to the DTV Transition - Last Quarter

Does your station have a Website?

Yes No

If YES, did your station provide additional DTV related information or activities on that Website?

Yes No

The comment box may be used to describe what was posted on the station's Website.

Comments:

"7 NEWS" STORY POSTED TO TECHNOLOGY SECTION OF THE WEBSITE THAT INCLUDES DTV INFORMATION.

Additional DTV Outreach Efforts -- Last Quarter

Check all of the DTV related activities listed below that your station engaged in over the last quarter. The comment box may be used to describe this activity.

Speaking Engagements

Comments:

Community Events

Comments:

SET UP THE DTV INFORMATION BOOTH AS PROVIDED BY THE NYS BROADCASTERS AT "THE TASTE OF BUFFALO" 7/12 & 7/13 IN DOWNTOWN BUFFALO; AND "AMERICA'S COUNTY FAIR" 8/7 THROUGH 17TH IN HAMBURG, NY.

Other (describe)

Comments:

This comment box may be used to include other comments or information about your station's DTV activity over the last quarter.

Comments:

WKBW JOINED OTHER BUFFALO BROADCASTERS IN SETTING UP THE DTV INFORMATION BOOTH FOR THE "TASTE" AND "FAIR" EVENTS...SHARING EQUIPMENT AND STFF TO HELP EDUCATE THE PUBLIC.

Station Certification

I certify that the statements in this document are true, complete, and correct to the best of my knowledge and belief, and are made in good faith.

Typed or Printed Name of Person Signing

Typed or Printed Title of Person Signing
PRESIDENT & GM

Signature

Date (mm/dd/yyyy)

BILL RANSOM

10/08/2008

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